

Marketing Guru: Growing the Business with more staff made easy with QuickBooks Payroll

When he decided to break free and set up his own marketing agency, Stephen Altynski-Ross chose QuickBooks to give him control over his finances. As the business grew, so did his need for a payroll solution, flexible enough to handle his sales team's commissions. Naturally Stephen turned to the QuickBooks Payroll solution.



Having worked in direct marketing for over 10 years, Stephen Altynski-Ross decided to leave London and move to Parbold in Lancashire to set up his own database marketing agency. "I wanted to have some freedom to be able to provide clients with the best marketing solution possible as well as being able to grow my own business to provide for my own future", says Stephen.

Set up in June 2004, Marketing Guru helps companies to grow by providing quality business information and consultancy for direct marketing campaigns. Clients include large direct marketers across the UK in a variety of industries including leading players in the telecoms, home improvement, banking & finances, insurance and business services industries.



In order to keep track of his finances right from the start, Stephen made the decision to purchase accountancy software. "QuickBooks Pro was recommended by a friend who also owns a small business and swears by it. I bought QuickBooks more or less straight after my business became operational and it has been incredible. It has given me a clear picture of where we are financially – how much money we owe and are owed and it provides me with an accurate picture of cash flow", says Stephen.



Six months into the business, Stephen recruited two people into his company. This meant he needed to make sure his staff was paid the right salary at the right time. At the time, a decision needed to be made between using an accountant's services and managing payroll in-house. Stephen decided he wanted to keep control of payroll activities in-house. Already happy with the way QuickBooks was helping him manage his finances, he

decided to use QuickBooks Payroll. Setting up Payroll was quick and within one mouse click, Stephen was able to set his employees up on the system and is currently paying two employees as well as himself using QuickBooks Payroll. Integration into QuickBooks accounts enables Stephen to always have an accurate picture of his business finances including the full payroll costs.

“QuickBooks Payroll is really easy to use. It keeps all employees’ records, works out taxes automatically and even works out commission month-by-month for our salespeople. If we didn’t have QuickBooks Payroll in place, I would have to speak to an accountant and let them know what the commission is for each month. It would be quite challenging to do this month after month. With QuickBooks Payroll, we simply find out how much our salespeople have sold and the system works out the salary and that’s it – press print”, says Stephen.



With QuickBooks Payroll, Stephen is confident that no mistakes will be made when it comes to paying his employees. The twice yearly tax table updates and the software’s built-in capability to validate all calculations accurately gives him total peace of mind. This allows him to focus on growing his business and plans are in place to take on another five employees within the next twelve months.

“If we didn’t have QuickBooks Payroll in place, our payroll process would take much more time with a third party involved and I would worry about mistakes being made when it comes to income tax and commission rates, the latter being especially important to our salespeople. I would definitely recommend QuickBooks Payroll to any new or small business, especially those who don’t have any experience with accounting or payroll software. It is a fantastic system to pay your employees’ wages, we cannot believe how simple it is”, concludes Stephen.

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